

Mr. Farmer, Honored Winners, Distinguished Guests, Ladies and
Gentlemen:

As a former winner of this outstanding award, I can readily
recall the deep sense of satisfaction I personally experienced in
receiving this recognition. The satisfaction I enjoy tonight in
introducing a winner who is a long-time colleague from the Central
Intelligence Agency is even greater.

his present role as Deputy Director for Intelligence, he has truly
met the challenge of public service. I consider it an honor and a
privilege to introduce a man who has made a lasting contribution to
this Agency and indeed our nation -- Dr. R. Jack Smith.

Mr. Farmer, Honored Winners, Distinguished Guests, Ladies and
Gentlemen:

It gives me tremendous satisfaction tonight to introduce a winner
who is a long-time colleague from the Central Intelligence Agency.



for Intelligence, he has truly met the challenge of public service. It
is my great privilege to introduce a man who has made a lasting
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DATES TO REMEMBER -- NCSL CAREER SERVICE AWARDS -- 1971

19 March 1971, Friday

Dr. Smith's guest list (to NCSL)

5 April, Monday

Color film of Dr. Smith, if we do it in-house (to Agriculture)

9 April, Friday

Tables for 10 (to C/BSD)

13 April, Tuesday

Tables for 10 (to NCSL)

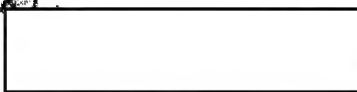
19 April, Monday

Individual seating (to NCSL)

23 April, Friday

Dinner -- Washington Hilton Hotel

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*is developing a suggested
deployment for front entrance*

1. Memo to DDS re plans for dinner
2. Briefing material for Director
3. Employee Bulletin
4. Memos to ExDir-Comp and DD's
5. Posters
6. Color Film
7. Introduction of Dr. Smith by the Director
8. Reservations
9. Display in front foyer (?)

NATIONAL CIVIL SERVICE LEAGUE
1028 Connecticut Avenue, N.W., Washington, D.C. 20036, 833-1450

CAREER SERVICE AWARDS DINNER PROMOTION

1971

For further information contact: Ada R. Kimsey, 1028 Connecticut Avenue, N.W., Phone: 833-1450

INTRODUCTION

Your help can make this event a success! Since the two primary purposes of the Career Service Awards Program are to honor outstanding federal career employees, and to help raise public service's prestige, the program must be successful in two critical aspects:

1. Broad attendance from the Awardee's co-workers, friends and community at large. We work for an attendance of government employees in order to encourage the Award Winners, and to stimulate others in government. We want attendance from the community to increase awareness of the fact that our government is manned by able and dedicated people.
2. Widespread publicity through press, radio and television to enhance the prestige of government service, and encourage others to build public service careers.

That is why your cooperation is so valuable, as we indicated in the letter we sent your agency head.

To help you promote your agency, your winner and the banquet, we have prepared the attached set of instructions. We are asking one personnel and one information staff member to be our "key contact" in your agency, and to fill out the card we have provided. Although you may delegate responsibility for each of the specific functions listed below and explained on the attached sheets, we will try to work directly with you only.

The functions discussed on the attached sheets are:

- | | |
|----------------------------------|--|
| 1. TICKET PROMOTION | 4. PUBLICITY -- PHOTOGRAPHY |
| 1-a. Sample promotional campaign | 5. PUBLICITY -- COLOR FOOTAGE TO
ADVERTISE YOUR WINNER AND
YOUR AGENCY |
| 2. FURTHER ATTENDANCE PROMOTION | 6. STATEMENT FOR AGENCY HEAD |
| 3. PRESS LISTS AND PUBLICITY | |

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Washington, D.C. 20036

Phone: 833-1450

TICKET PROMOTION

Each agency is requested to promote as many sales as possible within the agency. To that end, the League has provided you with reservation forms at the special government employees discount rate of \$15 per ticket (non-government tickets cost \$25) and with promotional materials. You may use the promotional materials we supply, but we suggest you revise these slightly for your own internal use and set up a system of promotion similar to that for U.G.F., with one person centrally responsible. A letter from your agency head for general distribution should prove most helpful. In addition, you'll want to use every aspect of your office communications network: newsletters, bulletin boards, memos and telephone calls.

Some of the information which should be useful to you:

1. The Career Service Awards Banquet is a major Washington event. A unique feature of this program to honor outstanding service in the federal government is the high degree of federal and community participation. Since this dinner recognizes one of your colleagues, many co-workers -- with families and friends -- will want to attend.
2. The 17th Annual Career Service Awards Dinner will take place at 7:30 p.m., Friday, April 23, 1971, Washington Hilton. It will be preceded by a reception and cash bar at 6:30 p.m. Tickets are \$15 for government employees, \$25 for non-government persons.
3. We are providing a supply of reservation forms for your use. As soon as reservations are made, please return them, with payment, to the National Civil Service League.

RESERVATIONS DEADLINES

Reservations may be made for individual seats as well as for tables of 10. Reservations for tables must be received by Tuesday, April 13.

Dinner tickets will be mailed or given to the key person responsible in each agency for all reservations received prior to April 13. You will then distribute them in table blocks that you have organized. Individual reservations will be accepted through Monday, April 19. After that date all tickets may have to be held at the door and made available on the evening of April 23.

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All checks and money orders should be payable to the National Civil Service League.

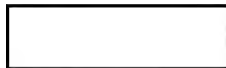
CASH OR

Dr. Smith's secretary



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NCSL Career Service Awards Program -- 1971

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1028 CONNECTICUT AVENUE, N.W.
WASHINGTON, D.C. 20036 Phone: 833-1450

FURTHER ATTENDANCE PROMOTION

DINNER INVITATION LISTS

Lists should be drawn up on each winner indicating non-governmental firms and individuals who can be invited by the League and/or by yourselves to attend and support the dinner. We will send letters of invitation, and will ask you to follow up by phone or by other letters from your agency if you think this would help.

Please give us addressed (unfranked) envelopes, in each of the following categories:

- ✓ a. The homestate Congressman and two Senators of the Awardee.
- b. Business firms and organizations that should be interested in joining us at the banquet to honor your Awardee.
- c. Professional organizations that would be interested in the Awardee -- especially those identified with his profession.
- d. Friends and colleagues of the Awardee, in government, especially in agencies other than yours.
- e. Friends and colleagues not in government.

Your winner's secretary is being asked to supply names too. So you might want to speak to her.

SINCE YOU WILL HANDLE PROMOTION OF ATTENDANCE FROM YOUR AGENCY, DO NOT GIVE US LISTS OF GOVERNMENT EMPLOYEES IN YOUR AGENCY UNLESS YOU WISH US SPECIFICALLY TO INVITE THEM, OR UNLESS YOU THINK THEY WILL MORE READILY RESPOND TO OUR INVITATION.

Please separate your envelopes into two categories - one for all people in government (so we may invite them to attend at the reduced government rate) and one for all people not in government.

Dinner Invitation Lists Deadline

The deadline for submission of the above to the League at 1028 Connecticut Avenue, N.W., is March 19, 1971.

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PRESS LISTS AND PUBLICITY

A unique aspect of the Career Service Awards Program is its goal of enhancing the prestige of public service on a national scale. It is important that the general public know about the significant careers of the employees who win this coveted award. It is important to encourage able people to seek government careers. To that end, we ask your help in mounting a public information program geared to your own winner (we will issue general releases as the event draws near). We ask you to help by:

1. Sending out releases on your winner, including, if possible, statements by your agency head and others that would help get coverage; you are urged to send press releases as often as possible.
2. Arranging for "human interest" or "profile" articles on your winner in Washington and national papers, magazines, etc.
3. Cooperating with us in arranging for television and/or radio interviews of your winner, agency head and others by helping our staff with suggested interviews and assistance as we are able to develop these.

PLEASE provide the League with two copies of each release and/or statement you issue and, if at all possible, please give us copies before or after the banquet of any press clippings that are generated.

NCSL Career Service Awards Program - 1971

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PUBLICITY - PHOTOGRAPHY

An important part of the Career Service Awards Program, from the Awardee's point of view, is to have mementoes of the affair in pictures. Pictures also help winners' agencies in their own publicity and in later recruiting efforts, etc. The League would also like to have pictures for its publications and for its scrap-book.

Hence, you are welcome to assign a photographer to supplement the work that will be done by the U.S. Civil Service Commission photographer. Your photographer may take pictures at the reception and at the banquet. If you do assign a photographer, the League would be grateful if you would provide the Awardee, others included in any picture, and your agency head with a copy of each picture. We would also appreciate your furnishing the League with two copies of each picture. Be sure to indicate identification on reverse of each picture.

U.S. Department of Agriculture
Office of Information
Motion Picture Service
Washington, D.C. 20250

Attn: Mr. Joseph J. Sanders, Jr.

Phone Code 111 - 7263

CALL IN PURCHASE ORDER #

Home Boor
USDA Motion Pic Service
Code 111 - 3950

NCSL Career Service Awards Program -- 1971

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PUBLICITY - COLOR FOOTAGE NEEDED TO ADVERTISE YOUR WINNER AND
YOUR AGENCY

We ask you to supply 30 seconds (20 feet) of 16mm. silent, color film. We plan to show the films at the banquet, and for possible later use in an upcoming film on government service. In that way, both your winner and your agency will gain further deserved attention through your contribution of 30 seconds of film.

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You can readily facilitate production by using the services of The Motion Picture Service, U. S. Department of Agriculture (Homer Boor -- DU 8-3950). They will film at a cost of \$375 each. They stand ready to go into production immediately. In fact, they would like to start filming March 2. They will need a purchase order from you in the amount of \$375. They will also prepare the final product for showing at the banquet. So, in case you shoot your own film, you should get your pre-print material (original) to Mr. Boor by April 5, 1971.

When is Dr. Smith due back from TDY?

NCSL Career Service Awards Program -- 1971

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Phone: 833-1450

STATEMENT FOR AGENCY HEAD

We will need a copy of the statement -- one or two sentences -- you prepare for your agency head to introduce the winner.

SAMPLE PROMOTIONAL CAMPAIGN

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of the Secretary
Washington, D.C. 20250

(copy)

OFFICE OF PERSONNEL

March 7, 1968

Mr. Jean J. Couturier
Executive Director
National Civil Service League
1028 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Jean:

You asked me to summarize for you the significant things that we did in USDA a year ago that netted \$5,661.00 in connection with the 1967 Career Service Awards Banquet.

1967 Summary of USDA Tickets Sold and Contributions

284 tickets x \$15.00 = \$4,260.00
20 tickets x \$25.00 = \$ 500.00
304 tickets..... = \$4,760.00

Contributions \$ 901.00
TOTAL..... \$5,661.00

Three major things Did It for USDA in 1967

1. Secretary: Personal interest, support, encouragement, and actual participation by Secretary of Agriculture Orville L. Freeman and wife Jane.
2. Winner: Our USDA 1967 winner Horace D. Godfrey is tops in personality and popularity within USDA. He gave solid and willing cooperation to me and others from start to finish.
3. Organization: Blessed with one and two above, we organized a simple but effective campaign for moving tickets and informing people who may be interested in making contributions.

a. Team of Key People

Joseph M. Robertson, Assistant Secretary for Administration
*E. R. Draheim, Chief, Employee Development, Safety & Welfare
Division, Office of Personnel, Office of the Secretary
**Bob Beach, Deputy Administrator, Management, Agricultural
Stabilization and Conservation Service
Duke DuMars, Director of Information, ASCS
Don Looper, Personal Assistant and Writer to Horace D. Godfrey, ASCS
John Bolish, Assistant Director of Personnel, ASCS

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b. Important Things We Did

- (1) Issued big posters for easel display.
- (2) Issued smaller posters for mass posting and distribution.
- (3) Issued over 500 National Civil Service League personal letters. Typed on robot machine and addressed envelopes.
- (4) Organized effective sales force within ASCS with John Bolish as Chairman.
- (5) Issued personal letter and notice over signature of Assistant Secretary for Administration to all members of Secretary's staff, to all USDA Agency Heads, all Associate Agency Heads, all Agency Assistant Administrators for Management, and all Agency Personnel Officers.
- (6) The effective (NCSL) flyer with picture and summary of each candidate was attached to everything issued under (3), (4), and (5) above.
- (7) E. R. Draheim, with large poster of USDA winner, at a table, and a cigar box full of \$5.00 bills for change, was present at Secretary Freeman's 15 minute daily (before work hours) Staff Meetings with the top-side promotion. Nearly all tickets outside of ASCS were sold at these meetings. And the word got around.
- (8) Developed simple but effective system for receipts and name records of people who purchased tickets.
- (9) Gave you and your staff everything you requested on a moment's notice via my personal secretary using taxi.
- (10) I personally served as the one point of contact between your office and USDA.

With smooth but efficient organization in motion, all I had to do was watch the money roll in and keep pestering you for exactly 104 more tickets than the 200 you originally allocated to USDA.

We already have our comparable USDA organization underway for 1968. Another winner from a different USDA Agency with all different Agency people at work.

I hope this is helpful to you.

Sincerely,

E. R. Draheim
Chief, Employee Development
Safety & Welfare Division

Headquarters EMPLOYEE BULLETIN

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9 March 1971

NATIONAL CIVIL SERVICE LEAGUE CAREER SERVICE AWARDS

1. Dr. R. Jack Smith, Deputy Director for Intelligence, has been selected for one of the ten awards granted by the National Civil Service League for 1971. In nominating Dr. Smith, the Director of Central Intelligence said in part, "During a quarter-century of selfless service to the ever-expanding requirements of our government, Dr. Smith has compiled a record of achievements that combined represent an unexcelled contribution to the maintenance of our national security. Creative innovator, wise advocate and consummate analyst, Dr. Smith set enduring standards by his own performance and so became one of those rare few of whom it may be said that he created in his own time a functioning memorial to his own superlative qualities and professional dedication." Dr. Smith will receive his award at the League's banquet on 23 April at the Washington Hilton Hotel.

2. The National Civil Service League's Career Service Awards Program was initiated in 1955 to strengthen the public service by bringing national recognition to significant careers in the Federal service. Each year the League grants awards to ten Federal career employees who exemplify in an outstanding manner the primary characteristics of the career service. The winners are honored at an awards banquet and each receives a citation, \$1000, and a gold watch.

3. The Central Intelligence Agency has been singularly honored by the National Civil Service League. Agency employees have now received a League award in eight of the last twelve years.

DISTRIBUTION: ALL EMPLOYEES